

APR 07 2006

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To: U.S. Patent and Trademark Office – From: Christian R. Andersen  
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Group Art Unit: 3639  
Confirmation No.: 5555

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Fax: 571-273-8300 Pages with 9  
Cover:

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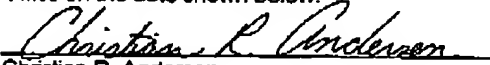
**FORMAL SUBMISSION OF:**

- 1) Notice of Appeal;
- 2) Pre-Appeal Brief Request; and
- 3) Pre-Appeal Brief.

Title: A METHOD FOR EVALUATING CUSTOMER VALUE TO GUIDE  
LOYALTY AND RETENTION PROGRAMS  
Serial No. 09/593,118  
Filing Date: June 13, 2000  
First Named Inventor: James Howard DREW  
Atty. No. 99-836 RCE 1

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark Office on the date shown below.

  
Christian R. Andersen

Date of Transmission: April 7, 2006